

WASHINGTON PrintWorks

The Washington State Department of Printing Newsletter

Volume 5, Issue 6

July/August 2005

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Order your binders, certificate holders and proclamation folders through PRT.



Because online ordering creates a digital, press-ready print file, it eliminates the need for the typesetting and proofing labor and materials. As a result, envelopes ordered online cost less and are delivered faster than envelopes ordered with traditional printing requisitions.

Save time and money by ordering envelopes online

Did you know you can save time and money by ordering envelopes through PRTonline? PRTonline is the Internet ordering system developed by the Department of Printing to reduce your print costs and make ordering faster and more convenient. Many agencies have already taken advantage of this award-winning online service for ordering business cards, and now you can receive similar savings for envelopes.

As shown by the table on the next page, it's easy to see the benefits of ordering envelopes through PRTonline when you compare it to the cost and turnaround time of traditional orders. Online ordering saves time and money by allowing you to enter text, make edits and view a proof on screen before you place your order. When you place your order, the online system creates a print-ready digital file that eliminates the need for time and materials for typesetting, proofing and prepress preparation. This allows us to deliver your order more quickly and cuts production costs so we can pass the savings on to you.

Plus, PRTonline reduces the amount of time you spend creating and administering print orders, because it requires only one open requisition at

the beginning of the fiscal period instead of a separate requisition form for each order.

Because PRTonline has proven to reduce costs and increase the efficiency of print ordering processes, it is now a key component of the statewide SmartBuy initiative. Governor Gregoire initiated SmartBuy to reduce state spending

on supplies and support services, including printing.

In support of this initiative, state agencies are strongly encouraged to switch to online ordering to reduce their overall print costs. The Department of Printing will track and report the cost savings each state agency receives through ordering envelopes online.

Your Department of Printing Customer Service Representative (CSR) will be happy to give you the information and assistance you need to make the switch to PRTonline. Just give your CSR a call at 360-570-5555 or send them an email at the address posted in the Customer Support section of the Department of Printing website at www.prt.wa.gov. ☎

Online envelopes versus traditional orders

The following costs are effective as of July 1, 2005 for standard white envelopes printed in one color of ink. PRTonline prices do not include the minimal, one-time set up fee for creating ordering templates and setting up an online account.

Envelope Type and Quantity	Cost per Thousand		Turnaround Time	
	Traditional	PRTonline	Traditional	PRTonline
#9 Regular				
1-5,000 Envelopes	\$24.63	\$22.50	10 Working Days	7 Working Days
5,001-10,000 Envelopes	\$24.63	\$22.00	10 Working Days	7 Working Days
10,001-50,000 Envelopes	\$24.63	\$21.50	10 Working Days	7 Working Days
Over 50,000 Envelopes	\$24.63	\$21.00	10 Working Days	7 Working Days
#9 Window				
1-5,000 Envelopes	\$25.73	\$23.50	10 Working Days	7 Working Days
5,001-10,000 Envelopes	\$25.73	\$23.00	10 Working Days	7 Working Days
10,001-50,000 Envelopes	\$25.73	\$22.50	10 Working Days	7 Working Days
Over 50,000 Envelopes	\$25.73	\$22.00	10 Working Days	7 Working Days
#10 Regular				
1-5,000 Envelopes	\$25.84	\$22.00	10 Working Days	7 Working Days
5,001-10,000 Envelopes	\$25.84	\$21.50	10 Working Days	7 Working Days
10,001-50,000 Envelopes	\$25.84	\$21.00	10 Working Days	7 Working Days
Over 50,000 Envelopes	\$25.84	\$20.50	10 Working Days	7 Working Days
#10 Window				
1-5,000 Envelopes	\$27.14	\$23.50	10 Working Days	7 Working Days
5,001-10,000 Envelopes	\$27.14	\$23.00	10 Working Days	7 Working Days
10,001-50,000 Envelopes	\$27.14	\$22.50	10 Working Days	7 Working Days
Over 50,000 Envelopes	\$27.14	\$22.00	10 Working Days	7 Working Days
Warrant Regular				
1-5,000 Envelopes	\$26.16	\$23.50	10 Working Days	7 Working Days
5,001-10,000 Envelopes	\$26.16	\$23.00	10 Working Days	7 Working Days
10,001-50,000 Envelopes	\$26.16	\$22.50	10 Working Days	7 Working Days
Over 50,000 Envelopes	\$26.16	\$22.00	10 Working Days	7 Working Days
Warrant Window				
1-5,000 Envelopes	\$27.42	\$24.50	10 Working Days	7 Working Days
5,001-10,000 Envelopes	\$27.42	\$24.00	10 Working Days	7 Working Days
10,001-50,000 Envelopes	\$27.42	\$23.50	10 Working Days	7 Working Days
Over 50,000 Envelopes	\$27.42	\$23.00	10 Working Days	7 Working Days

Printing Personnel



Alea Anderson

Alea Anderson *Digital Print Operator*

Alea Anderson became a Digital Print Operator for the Department of Printing (PRT) on July 4.

Anderson works primarily at Copy Center 6 in the Department of Ecology Building in Lacey, where she served as a temporary employee for PRT for several months before accepting this permanent position.



Kelly Barndt

Kelly Barndt *Digital Print Operator*

Kelly Barndt joined PRT on July 12, 2005. She serves as a Digital Print Operator at the Document Center at the PRT main plant.

Barndt worked for FedEx Kinko's before joining the PRT Copy Center team, and brings a wide range of experience in customer service, high-speed copying equipment and digital printing software to her new position. ♦

WASHINGTON PrintWorks

is a bi-monthly publication of the Washington State Department of Printing. The newsletter is designed to inform our customers and other interested parties about the latest products, services and personnel changes at the Department of Printing, as well as process improvements and technology trends in public sector printing and mailing.

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This newsletter is printed with Agri-Tek® ink, which is based on a mixture of soy, corn, cotton and other vegetable oils. The ink colors used in this publication do not contain heavy metals as pigments.

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Check your mailing address

Is your copy of *Washington PrintWorks* forwarded several times before it reaches you? Is it addressed to someone who doesn't work in your office any more? If so, please take a moment to let us know.

Updating your subscription information will help us make sure you receive *Washington Printworks* as quickly as possible and eliminate the waste caused by printing and sending out copies to people who don't need one.

Just give us a call at 360-570-5036, send an email to kelley@prt.wa.gov or mail in the form on Page 7 of this newsletter to update your subscription information. We'll revise our files as soon as we hear from you, so you won't miss any of the important printing tips and service updates you rely on. ♦



Printing and mailing Best Practices

Four Department of Printing services proven to save time and money

If your organization is like most state agencies, you're always looking for ways to make the most of limited time and budget resources. But how can you make sure your printing and mailing projects are being completed as efficiently and cost-effectively as possible?

One of the easiest ways to make sure you're managing the time and money you spend on printing and mailing is to use Best Practices. Best Practices are services and administrative tools and with a proven record of increasing efficiency and saving money.

The following Department of Printing services are listed as statewide Best Practices by the Office of Financial Management, who encourages state agencies to use them whenever possible.



Fulfillment:

One-stop printing, storage, distribution and reporting

Fulfillment provides on-demand printing, finishing, storage, inventory control, order processing and shipping in one simple package. The service is completely customized, allowing you to choose the options that best fit your needs.

Fulfillment also includes an online storefront, The General Store, so your customers can order items any time from any computer with Internet access. If you like, the storefront may be linked to your agency's Web site, giving you all the benefits of having your own online store without the cost of site development and maintenance.

Fulfillment takes care of all the administration and accounting that comes with distributing items to the public, including processing credit card payments, tracking sales and inventory, and creating customized reports to help you manage your publications effectively. Plus, Fulfillment ships most online orders within two working days, which may help your agency improve customer satisfaction by ensuring fast delivery.

When combined with Print on Demand, Fulfillment can reduce waste and cut your printing and storage expenses by printing documents only as needed.

Printing documents in small batches on digital printers eliminates the need for printing plates and equipment set-up costs, which lowers the cost per copy. However, not all documents are less expensive when produced on demand, so it's a good idea to check with your customer service representative for an estimate before making the choice to switch from traditional methods to on-demand printing.

Most importantly, Fulfillment allows you to meet all your needs

for storing, managing and distributing items to the public while redirecting money and personnel to the support of your core mission.

If you would like more information about Fulfillment, please contact Jennifer Forté at 360-586-6363 or jenn@prt.wa.gov.



Copy Centers:

Cost-effective copy services

The Department of Printing operates eight Copy Centers in the Olympia-Lacey-Tumwater area to make sure you always have fast, convenient access to copy services.

Each center is equipped with state-of-the-art digital equipment

capable of receiving and printing computer files or hard-copy originals. This means you can count on receiving high quality black-and-white or color copies every time, whether you send us your order and job files by e-mail or drop off hard-copy originals.

In addition to great copies, the Copy Centers provide complete, one-stop binding and mailing services in cooperation with the PRT main plant. Just include any binding or mailing instructions on your A24 Copy Center Request form, furnish all the necessary mailing address lists, and leave the rest to us.

The Department of Printing also manages a statewide copy services contract to give customers outside Thurston County access to the same kind of cost savings enjoyed by Copy Center customers. The contract allows users to order copying services at significantly reduced pricing from participating vendors across Washington state.

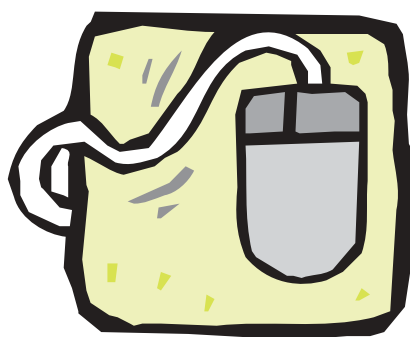
Because PRT Copy Centers use high-speed production equipment and produce large volumes of copies, they are much more cost effective than your office copier or printer.

Studies have shown that producing a black-and-white document on office copiers or printers costs from six to eight cents per impression. On the other hand, digital copies from the Copy Centers cost about three cents each.

Plus, sending your job to a Copy Center for output on a high-speed, digital printer instead of waiting for your office printer or copier to finish printing out your documents lets you make more efficient use of your time.

For more information about Copy Center prices, locations and contact information, please visit the "Copy Centers" section of the Department of Printing Web site at www.prt.wa.gov.

The staff at your local Copy Center and your customer service representative will also be happy to help you with questions about placing a Copy Center order.



PRTonline:

Online stationery ordering

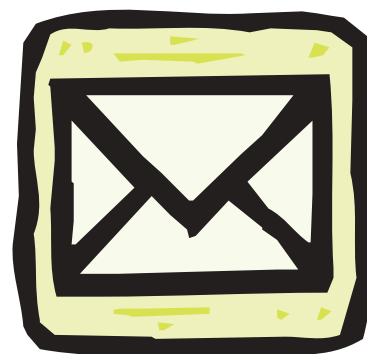
Traditionally, business cards, letterhead and other stationery items were ordered from the Department of Printing (PRT) using a separate hard-copy requisition for each item. Then, PRT set the type, sent out a printed proof for approval and produced the job on a printing press.

PRTonline streamlines this process by allowing you to create and order business cards, letterhead and envelopes through a secure Internet storefront. The system lets you enter information, view a proof online and submit orders with a click of the mouse. You may even save files for fast re-ordering.

Because PRTonline creates print-ready files that are sent directly to a digital printer, it eliminates the need to typeset the document,

create and distribute proofs, and produce printing plates. As a result, business cards ordered through PRTonline cost 20 to 50 percent less than cards ordered using the traditional method, and they can be delivered up to 67 percent faster. Plus, ordering online virtually eliminates typesetting errors and decreases administration time and costs by using a single open requisition instead of a separate form for each order.

If you would like to find out how online ordering can save you time and money, please contact your PRT customer service representative. You may also take a tour of the system's features and benefits by clicking on "Shopping" and selecting "PRTonline" at the Department of Printing Web site at www.prt.wa.gov.



Mailing Data Services:

Updating and streamlining mailing address lists

The Department of Printing offers complete mailing services, including address data cleansing to help you manage your mailing lists and reduce postage costs.

All electronic address files sent to PRT for mailing go through a CASS

Please see Best Practices on page 8.

PRT offers a variety of binders and folders

Do you need certificate holders, portfolios or customized binders? You'll find a wide range of cost-effective choices at the Department of Printing (PRT).

Folders

Proclamation folders and certificate holders are a stylish way to protect employee recognition certificates, awards and formal proclamations.

Standard state versions of both are readily available through PRT, and may be ordered through the Department of Printing online ordering system, PRTonline, or by submitting an A21-A Printing Requisition.

All standard state proclamation folders and certificate holders are designed to hold 8½" x 11" documents, and are formatted like a book cover with the longer, bound edge at the left. They may be used to hold either portrait (vertical) or landscape (horizontal) documents.

Standard proclamation folders have a padded navy blue leather-finish cover with a gold embossed state seal. Standard certificate holders are made of heavy navy blue linen-finish cardstock embossed with gold foil, and are die cut in all four corners to hold the certificate in place.

You may also order customized proclamation folders and certificate holders from PRT in a variety of colors and formats to meet your unique business needs.

However, custom items are usually quite a bit more expensive than the standard versions, especially if you only need a few copies. That's why it's a good idea to talk to your PRT customer service representative about your needs and get a cost estimate before placing a custom order.

Binders

You can also order just about any type of binder through the Department of Printing. We offer both custom-printed binders and view binders in a wide variety of sizes, colors and materials to ensure you get just what you need.

Ordering tips

Because there are so many options available, it is very important to include all the necessary instructions on your order form. When you place an order for binders, please be sure your A21-A Printing Requisition form includes the answers to the following questions:



1. Do you want a printed binder or a view binder?

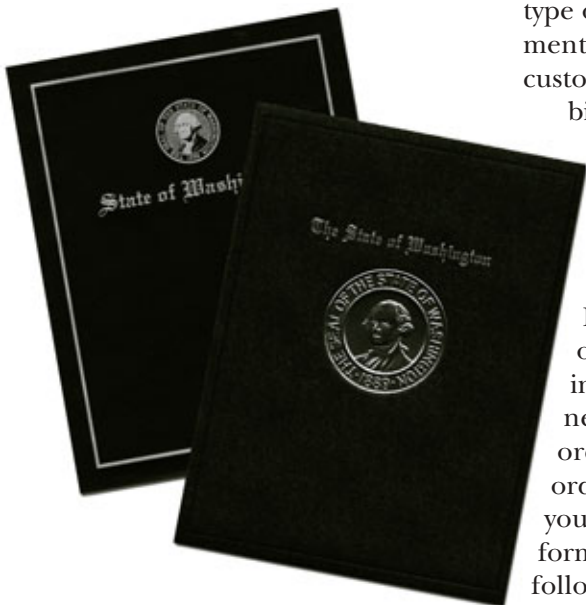
A printed binder has text and images screen printed directly on the binder, while a view binder has a clear plastic pocket on the outside to hold a printed paper cover sheet.

2. What color of binder do you want?

Black and white are readily available for most types of binders, but other colors may cost more or take more time. Your customer service representative will be happy to help you find the best color to fit your needs and budget.

3. If you want a printed binder, what colors of ink do you want?

Please be sure to include the Pantone Matching System (PMS) number of all the ink colors



when ordering, instead of just asking for a general colors like "blue". We also recommend that you send a sample with your order so we can make sure the correct colors are used.

4. What size binder do you want?

The diameter of the rings determines the size of the binder, so the binder size is usually given in a single dimension like $\frac{3}{4}$ ", $1\frac{1}{2}$ " or 3".

5. Do you want an O-ring binder or a D-ring binder?

The shape of the rings is as important as the size. O-ring binders use round rings, while D-ring binders use rings shaped like slightly slanted capital "D"s. The slanted "D" shape is useful for large binders because the design holds more paper than

comparable O-rings and makes it easier to turn pages. Because they are designed to hold only a few sheets of paper, binders smaller than 1" are generally only available in O-ring models.

Graphics and job files

In addition to this information, please be sure to provide properly formatted graphics files and a printed sample with your order to make sure the printing for your binder turns out as you planned.

For best results, provide your job files in PDF format. Files created with design software such as InDesign, PageMaker, Freehand, Illustrator or Photoshop also work well, but avoid sending Word or Publisher files. Files created in Word or Publisher are very difficult

to output properly for printing and often cannot be output at all.

If you don't have access to graphics software or would like assistance in designing and creating your job files, our graphic designers will be happy to help. Simply contact your Customer Service Representative or our Design Services Manager, Star Bear, at star@prt.wa.gov or 360-570-5549 for more information.

Assistance

Please contact your PRT Customer Service Representative if you have any questions about the options available for binders, folders and portfolios, or would like assistance in placing your order. We will be happy to work with you to make sure you get just the right binder for the job. ✂



How are we doing?

We'd love to hear what you think about *Washington PrintWorks*, so we have set up several ways for you to send us your comments, questions and requests.

1. Send us an e-mail at kelly@prt.wa.gov.
2. Use the Customer Comments page of our web site at www.prt.wa.gov.
3. Fill out the form at the right, place it in an envelope and send it by campus mail to **Mail Stop: 47100**, or mail it to:
Department of Printing
Attn: Washington PrintWorks
PO Box 798
Olympia WA 98507-0798

We hope to hear from you soon!

What I like best about the newsletter is:

What I don't like about the newsletter is:

I wish you would include an article about:

☐ I'd like to talk to a customer service representative about _____
Please call me at _____ or e-mail me at _____

☐ I want to subscribe to *Washington PrintWorks*.
Name: _____
☐ Please send me a printed copy at:

☐ Please send me an e-mail when new issues are posted to the Internet.
My e-mail address is: _____

☐ Please remove me from your subscription list.
Name: _____

Best Practices

Continued from page 5.

(Coding Accuracy Support System) certified sorting process to verify that all the addresses are complete and to add the barcodes needed to qualify for postage discounts.

Then, you may request additional address management services to streamline and update your mailing lists even more.

“Move update” services such as *FASTforward*SM and *NCOALink*TM use address-matching software and the United States Postal Service (USPS) change-of-address database to update the mailing data of people who have moved. That way,

mail pieces go to the correct address the first time and you don’t have to worry about the delay and costs associated with forwarded or returned mail.

Merge Purge lets you reduce the number of pieces printed and mailed by locating and removing duplicate entries. You can also use Merge Purge to group recipients located at the same address into a single mailing record.

Taking advantage of these mail cleansing services allows you to eliminate the unnecessary cost of printing and mailing duplicate

items to the same address and reduces waste caused by misdirected mail. For example, one state agency used Merge Purge to delete over 4,600 duplicate address records from a single mailing list, and saved over \$1,500 in printing and mailing costs.

For more information about how Department of Printing address cleansing and mail services can help you make your mailings more efficient, please visit the PRT Web site at www.prt.wa.gov or give us a call at 350-570-5555. ♦



**WASHINGTON STATE
DEPARTMENT OF
PRINTING**

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